

FROM : ALEX SHAHIDI

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**Fax Cover Sheet**

To: Steven Wasylchak/USPTO  
From: Alex Shahidi / alex\_shahidi@primediust.com  
Re: Response to USPTO letter regarding application # 09/929088  
Date: March/18/2005

**Fax Numbers**

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**Alex Shahidi**

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**From:** Alex Shahidi (alex\_shahidi@primedius.com)  
**Sent:** Friday, March 18, 2005 10:50 AM  
**To:** 'steven.wasylchuk@uspto.gov'  
**Subject:** Follow up-app# 09/929088

**Importance:** High  
**Sensitivity:** Confidential

Hello Steven,

Per our conversation and your input, I have Amended Claim 1 as follows:

This is my preliminary response that includes amending of claim 1 in my application. It responds to patents you have referenced in your letter and any other I have been able to research based on keywords or concepts. This response is intended to satisfy the March 21st timeline specified in USPTO letter so I could get additional time to respond further and defend my patent application.

Please let me know if I should continue in writing or a phone interview may be appropriate prior to any more submissions by me. I will fax this note to numbers you provided as well.

Amendment to claim 1:

1. A method for using at least one computer, a server, and the World Wide Web to facilitate protection of a user's personal information and online behavioral data that includes static and dynamic data elements and data sets. These user data will become inaccessible to data collectors, compilers and other information brokers, when used in a method described by this invention. Said data may be collected by 'exchange platform server', partially collected or not collected at all as defined and controlled by user. User will also specify who may access these data or what part of it may be accessed. This invention enables the totality of this control, means of exerting granular definition. This granular and dynamic control is capable of providing this ability for any data while it is being enacted and created, and when already stored.

This invention essentially provides the method for creation of a digital persona that can behave in the digital realm in a manner highly consistent and reflective of wishes of user and data owner, much the same as a real person in the real world.

This method of user control of overall data and privacy in the dynamic environment of the World Wide Web, as enabled by this invention, provides several additional capabilities including but not limited to:

a- Based on user specification, user online data and activity will be managed by algorithms that would reflect user specification in terms of what exposure and exchange may happen, if any.

b-Pre-defined rules of data access and engagement. User will specify their data privacy preferences by type, class or category.

c-These data types, data classes and data categories will be subject to user specification in terms of availability for exchange or lack thereof. Any data specified as 'not permitted' by user, will not be part of any further processing. If a data type, data class or data category has a buyer then they will bid for this information. If user/data owner agrees to terms, he/she will then approve exchange of data. The Exchange Platform Server will provide a secure and audited means of controlling any data exchange, compliance to any and all pre-defined rules, and provide audit and log trails for any accounting purpose.

d-This invention enables separation of user identity from data and information associated with that identity. This separation, is both physical and logical enabling a very high degree of safety assurance. The separated identity and data can only be re-connected, if and only if, overall conditions of a, b and c are met.

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One sentence description of patent:

A method for creating digital persona that can, the digital realm, mimic its real counterpart enabling Internet users to control and manage their digital persona and assets, much as they do in the real world.  
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-Prevention of unauthorized or unwanted collection of an Internet user's data is the primary objective of this invention.

-The non-specific nature of defense against data collection that this invention enables is one of its novelties  
- Beneficiary of any data collection is the individual Internet user and any collection is done by his/her will, control and utilization of this invention and not information collectors and brokers. Indeed brokers and providers are disabled or rendered inoperative as intended by this invention.

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Patent number 6658400 and 6802810 are the main references with respect to patentability of my claims. I have briefly outlined here why I believe my claims should be granted.

In patent # 6658400 referenced in rejection of my claims 1 thru 4 and 7 thru10 :

- Item 3a specifies: a 'database interface device for data exchange with at least one interface manager for controlling said data exchange between said ORIGINATOR, said VERIFIER and said USER'.  
The essential protection enabled by my invention does not have this tri-requirement. Indeed the only required party is the user of now ubiquitous Internet.  
-Item 6e states: 'said attribute verifier is a data verifier who determines said truth or falsity'. My claim does not have this requirement either.

Patent # 6802810

-The double blind exchange of Genetic or medical data is indeed possible because my invention enables user to have the ability to keep this information and manage its dissemination. While the data exchange portion of this patent has similarity to my claim, the method of data collection, and dissemination approval is different in both process and technology.  
-Medical/Genetic data are a subset of all/any data that is controllable in the way I have designed. In that respect my claims are fundamentally different than this patent.

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Additional points:

- No system in the referenced patents is user centric or can readily be modified to do so.  
-None of the referenced patents specifically enable a computer user to prevent collection, use and exchange of his/her data dynamically while user browses and interacts on the Internet.  
-The mentioned patents require interaction and or involvement of a partner and a interaction with a UI as an Integral part of the utility. My method does not have such requirement .  
-None of the mentioned patents deliver the method to protect all user data dynamically and neutrally, while users are online and active on Internet.  
-My proposed method requires no regular interaction with a UI or a specific action on the part of user, to get the claimed benefits -None of the referenced patents provide a methodology to create a digital persona and then enable that persona to interact, in a manner that creates a duplicate increasingly close to the person it reflects.  
-Mentioned patents require "a database system providing for interactive access" as mentioned specifically in patent number 6658400. In my proposed methodology this is of secondary importance and not a requirement.

Patents referenced in addition to those in my application:

6802810	early detection system
6638400	job search/data mgt system
6185683	point a to b 'document' delivery
6212512	Stored doc transfer/mgt
6764000	data protection/mgt

I would appreciate any input or advise you may have from me to improve this process and my responses.

Best Regards  
Alex Shahidi